

S Oblinger-McCaleb  
338.4791 Architects,  
M26wrrss Engineers, and  
1980 Old west region  
nonresident  
travel, tourism,  
and recreation  
1980

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OLD WEST REGION

NONRESIDENT TRAVEL, TOURISM, AND RECREATION SURVEY

"SPRING"  
Survey Results for the  
State of Montana from  
March 1, 1980, to May 31, 1980

Survey Conducted and Tabulated by  
Oblinger-McCaleb  
Architects, Engineers, and Planners  
910 16th Street  
Denver, Colorado

August, 1980

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The preparation of this report was financed in part through grants from the Heritage Conservation and Recreation Service, U.S. Department of the Interior, under the provisions of the Land and Water Conservation Fund Act of 1965 (P.L.88-578), as amended; and the Old West Regional Commission, under the provisions of Title V of the Public Works and Economic Development Act of 1965 (P.L.89-136), as amended.

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ADDENDUM  
September, 1979

The last section of each seasonal nonresident survey report is an activity day summary. The introduction to this section inaccurately refers to "activity days per nonresident." The reference should be to "activity days per nonresident party." The introductory page to this section should read:

ACTIVITY DAY SUMMARY

Sample size = 1,939

Respondents = 1,133

The second part of the written survey asked nonresidents to record their recreation activities. The following chart lists the number of activity days spent by all members of 1,133 nonresident parties according to administrative region within the state. An activity day is defined as an activity engaged in at least once within a 24-hour day. The chart also provides decimal values which indicate activity per nonresident party. Activity days per nonresident party, multiplied by the total number of nonresident parties will indicate the total number of activity days which can be expected during the corresponding time period of a

at: All members of the nonresident parties surveyed spent  
297 activity days at primitive campgrounds in Re  
son. 262 (297 ÷ 1,133) activity days per nonresident party.

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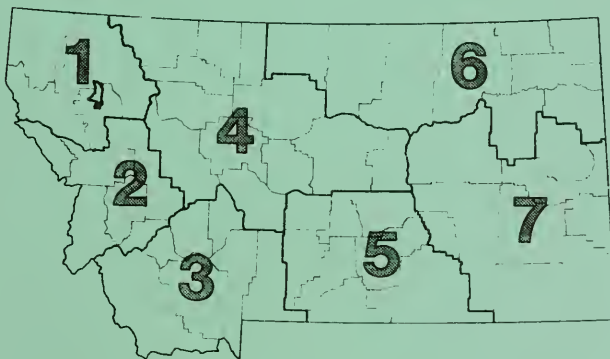
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## INTRODUCTION

This report summarizes the Montana findings of a survey taken in the spring of 1980 in order to examine the trends of nonresident travellers in the Old West Regional Commission states (Montana, North Dakota, South Dakota, Nebraska, and Wyoming). The report includes the survey instrument used and the tabulated responses to the questions asked.

Each table refers directly to specific questions asked in the survey. An explanatory statement above each table describes what information can be taken from the table.



Administrative Regions in Montana  
(referred to in the survey)

**We Need Your Help!**

This is a survey of non-resident travel and recreation in the Q12 area region in which the State of Oregon is a major destination. State residents are very interested in obtaining reliable information from you in order to improve your travel and recreation. The information you provide us will be kept confidential. Only general results made available to organizations dealing with tourism.

You can help the State by responding to the questions on this side of the survey and by keeping a log of your recreation activities on the opposite side in the space provided. Instructions for keeping the log are included on the opposite side. It is important that you fill out this side of the survey and return it even if you do not receive a log.

On June 1, 1970, the author, in the instructions of the opposite side and also in any nation in the States. NO STA P IS NECESSARY.

I sincerely thank you for your cooperation and for responding to my request. I hope to see you in the State even more available in the future.

## Trip Information

See page 10

1. How have the following factors affected your current trip or "Wishy Mail State"? (Please check all applicable effects)
- |                                   | Present<br>of<br>impairing | Present<br>of<br>enhancing |
|-----------------------------------|----------------------------|----------------------------|
| 1. no influence                   | <input type="checkbox"/>   | <input type="checkbox"/>   |
| 2. Shorter trip                   | <input type="checkbox"/>   | <input type="checkbox"/>   |
| 3. longer trip                    | <input type="checkbox"/>   | <input type="checkbox"/>   |
| 4. fewer side trips               | <input type="checkbox"/>   | <input type="checkbox"/>   |
| 5. Cancelled other trips          | <input type="checkbox"/>   | <input type="checkbox"/>   |
| 6. Changed mode of transportation | <input type="checkbox"/>   | <input type="checkbox"/>   |
- How would the following factors affect a future trip to \_\_\_\_\_?

See page 11

See page 14

See page 15

days \_\_\_\_\_ nights \_\_\_\_\_

- Please list the destination of your trip. (Be as specific as possible by listing name of recreation area and/or city/town and State, Canadian Province, or foreign country.)

Recreation area \_\_\_\_\_  
City/Town \_\_\_\_\_  
State \_\_\_\_\_  
Canadian Province \_\_\_\_\_  
Foreign Country \_\_\_\_\_

OFFICE USE ONLY

## MONTANA 1- 10000

- |   |   |   |   |   |   |   |   |   |   |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |    |     |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|
| 1. Which of the following States were you in the last 6 months?                                   | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 2. Please indicate your mode of travel on this trip by placing an appropriate box or boxes below. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 3. Please indicate your mode of travel on this trip by placing an appropriate box or boxes below. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 4. Please indicate your mode of travel on this trip by placing an appropriate box or boxes below. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 |
| 5. Please indicate your mode of travel on this trip by placing an appropriate box or boxes below. | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 9  |    |     |

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1. Please estimate your expenditures for the average day, of the following types of business establishments in this State (Please place your dollar estimates in the appropriate boxes)

Hotels/ Motels	Camp- ground	Eating & Drinking	Grocery	Sporting Goods	Gasoline/ Auto Repair	Amuse- ment/ Recreation	CN's, Pubs, & Other

10. What is your approximate annual income?

Family	Unrelated	Related
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Check one box	(check one box)
<input type="checkbox"/> Yes	<input type="checkbox"/> No

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[illegible]

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1) Frequency of Vehicle Types (auto only).

Sample size:  
auto 1507

Respondents:  
auto 1422

\*Explanatory Statement: 1007 or 71% of nonresident auto travellers travelled by auto only.

Table 1. Vehicle Types  
(This data was collected by personal interview.)

Type of Vehicle	Number of Travellers	Percent
*Auto only	1007	71.0
Auto and trailer	13	0.9
Auto and camper	6	0.4
Pickup camper	203	14.3
Pickup and trailer	35	2.5
Pickup and boat	14	1.0
Pickup camper and camper	12	0.8
Camper truck or RV	105	7.4
Other	27	1.9
TOTAL	1422	100.0

2) Number in Travel Group by Mode Surveyed

Sample size:

auto 1507  
air 247  
bus 133

Respondents

auto 1497  
air 245  
bus 132

\*Explanatory Statement: 437 or 29.2% of nonresident auto travellers indicated there was only one person in their travel group.

Table 2. Number in Travel Group (Quantity/% Total)

Number in Group	Auto	Air	Bus	All 3 modes
1	* 437/29.2	182/74.3	94/70.7	713/38.0
2	734/49.0	48/19.6	34/25.6	816/43.5
3	166/11.6	3/1.2	2/1.5	171/9.1
4	102/7.1	9/3.7	2/1.5	113/6.0
5	33/2.3	3/1.2	---	36/1.9
6	15/1.0	---	---	15/0.8
7	4/0.3	---	---	4/0.2
8	3/0.2	---	---	3/0.2
9	3/0.2	---	---	3/0.2
TOTAL	1497/100	245/100	132/100	1874/100

17-20

### 3) Home State of Nonresident Travellers

#### Sample size:

auto 1507  
air 247  
bus 133

#### Respondents:

auto 1507  
air 246  
bus 133

\*Explanatory Statement: 128 or 8.5% of nonresident auto travellers in Montana reside in Wyoming.

Table 3. Home State of Nonresident Travellers in Montana

Home State	Auto	Air	Bus	All 3 Modes
Wyoming	* 128/8.5	17/6.9	2/1.5	147/7.8
North Dakota	157/10.4	7/2.9	5/3.8	169/9.0
South Dakota	33/2.2	1/0.4	1/0.8	35/1.9
Nebraska	8/0.5	2/0.8	1/0.8	11/0.6
Alabama	4/0.3	1/0.4	1/0.8	6/0.3
Alaska	6/0.4	8/3.3	2/1.5	16/0.8
Arizona	22/1.5	1/0.4	1/0.8	24/1.3
Arkansas	1/0.1	---	---	1/0.1
California	82/5.4	30/12.2	12/9.0	124/6.6
Colorado	53/3.5	19/7.7	5/3.8	77/4.1
Connecticut	5/0.3	1/0.4	---	6/0.3
Delaware	---	1/0.4	---	1/0.1
Florida	14/0.9	2/0.8	1/0.8	17/0.9
Georgia	4/0.3	1/0.4	1/0.8	6/0.3
Hawaii	---	1/0.4	---	1/0.1
Idaho	140/9.3	7/2.9	3/2.3	150/8.0
Illinois	20/1.3	18/7.3	2/1.5	40/2.1
Indiana	8/0.5	4/1.6	1/0.8	13/0.7
Iowa	25/1.7	1/0.4	2/1.5	28/1.5
Kansas	14/0.9	1/0.4	---	15/0.8
Kentucky	1/0.1	1/0.4	---	2/0.1
Louisiana	9/0.6	---	2/1.5	11/0.6
Maine	---	1/0.4	1/0.8	2/0.1
Maryland	8/0.5	2/0.8	---	10/0.5
Massachusetts	3/0.2	---	5/3.8	8/0.4
Michigan	26/1.7	6/2.4	5/3.8	37/2.0
Minnesota	85/5.6	19/7.7	11/8.3	115/6.1
Mississippi	2/0.1	---	---	2/0.1
Missouri	11/0.7	1/0.4	1/0.8	13/0.7
Nevada	10/0.7	---	---	10/0.5
New Hampshire	---	---	---	---
New Jersey	4/0.3	2/0.8	2/1.5	8/0.4
New Mexico	6/0.4	---	---	6/0.3

Home State	Auto	Air	Bus	All 3 Modes
New York	6/0.4	1/0.4	1/0.8	8/0.4
North Carolina	6/0.4	2/0.8	2/1.5	10/0.5
Ohio	15/1.0	2/0.8	2/1.5	19/1.0
Oklahoma	13/0.9	6/2.4	1/0.8	20/1.1
Oregon	58/3.8	12/4.9	5/3.8	75/4.0
Pennsylvania	6/0.4	1/0.4	2/1.5	9/0.5
Rhode Island	1/0.1	1/0.4	---	2/0.1
South Carolina	1/0.1	1/0.4	---	2/0.1
Tennessee	3/0.2	1/0.4	---	4/0.2
Texas	30/2.0	5/2.0	2/1.5	37/2.0
Utah	38/2.5	12/4.9	1/0.8	51/2.7
Vermont	1/0.1	---	---	1/0.1
Virginia	7/0.5	5/2.0	---	12/0.6
Washington	285/18.9	24/9.8	18/13.5	327/17.3
West Virginia	2/0.1	2/0.8	---	4/0.2
Wisconsin	32/2.1	5/2.0	4/3.0	41/2.2
Alberta	58/3.8	4/1.6	2/1.5	64/3.4
British Columbia	20/1.3	2/0.8	6/4.5	28/1.5
Manitoba	3/0.2	2/0.8	3/2.3	8/0.4
New Brunswick	---	---	---	---
Ontario	1/0.1	1/0.4	6/4.5	8/0.4
Quebec	---	---	2/1.5	2/0.1
Saskatchewan	9/0.6	---	1/0.8	10/0.5
All Other	23/1.5	2/0.8	8/6.0	33/1.7
TOTAL	1507/100	246/100	133/100	1886/100

23-29

#### 4) Ages of Individuals in Travel Party

##### Sample size:

auto 15,069  
air 2,470  
bus 1,330

##### Respondents:

auto 3,153  
air 340  
bus 177

\*Explanatory Statement: 169 or 5.4% of the nonresident auto travellers were from 1-5 years of age.

Table 4. Ages of Individuals in Travel Party

Age Group	Auto	Air	Bus	All 3 Modes
1-5	* 169/5.4	7/2.1	9/5.1	185/5.0
6-10	90/2.9	8/2.4	3/1.7	101/2.8
11-15	71/2.3	3/0.9	---	74/2.0
16-20	233/7.4	32/9.4	32/18.1	297/8.1
21-25	451/14.3	34/10.0	34/19.2	519/14.1
26-30	420/13.3	46/13.5	13/7.3	479/13.1
31-35	235/7.5	45/13.2	11/6.2	291/7.9
36-40	209/6.6	43/12.6	15/8.5	267/7.3
41-45	126/4.0	24/7.1	4/2.3	154/4.2
46-50	219/6.9	30/8.8	14/7.9	263/7.2
51-55	205/6.5	27/7.9	8/4.5	240/6.5
56-60	271/8.6	20/5.9	11/6.2	302/8.2
61-65	216/6.9	11/3.2	13/7.3	240/6.5
66-70	147/4.7	6/1.8	6/3.4	159/4.3
71-75	51/1.6	1/0.3	3/1.7	55/1.5
76-80	34/1.1	2/0.6	1/0.6	37/1.0
81-85	5/0.2	1/0.3	---	6/0.2
86-88	1/0.1	---	---	1/0.0
TOTAL	3153/100	340/100	177/100	3670/100

5) Destination of Nonresident Travellers in Montana by Administrative Region

Sample size:

auto 190  
air 72  
bus 11

Respondents:

auto 186  
air 71  
bus 11

\*Explanatory Statement: 4 or 2.2% of nonresident auto travellers in Montana were travelling to Administrative Region 1 in Montana.<sup>1</sup>

Table 5. Destination in Montana (by Region) of Travellers in Montana

Region Destination	Auto	Air	Bus	All 3 Modes
1	* 4/2.2	---	---	4/1.5
2	46/24.7	3/4.2	---	49/18.3
3	53/28.5	11/15.5	7/63.6	71/26.5
4	26/14.0	28/39.4	1/9.1	55/20.5
5	30/16.1	21/29.6	3/27.3	54/20.1
6	4/2.2	5/7.0	---	9/3.4
7	23/12.4	3/4.2	---	26/9.7
TOTAL	186/100	71/100	11/100	268/100

44-46

<sup>1</sup>A map of the Administrative Regions is included with the introduction to this paper.

## 6) Frequency of Response to Survey

Question 1: How have the following factors affected your current trip to or through the state (Montana)?

- a) the present price of gasoline
- b) the present availability of gasoline

Sample size:

auto 462  
air 93  
bus 40

Respondents:

auto 423  
air 82  
bus 33

\*Explanatory Statement: 121 or 28.6% of auto travellers indicated that the present price of gasoline was having no influence on their trip.

Table 6. Present Price of Gasoline  
(A respondent may respond to more than one influence)

Factor	Auto	Air	Bus	All 3 Modes
No influence	* 121/28.6	73/89.0	26/78.8	220/40.9
Shorter trips	29/6.9	3/3.7	2/6.1	34/6.3
Longer stays	23/5.4	3/3.7	---	26/4.8
Fewer side trips	62/14.7	3/3.7	1/3.0	66/12.3
Cancelled trips	23/5.4	1/1.2	---	24/4.5
Changed modes	11/2.6	8/9.8	6/18.2	25/4.6

Table 7. Present Availability of Gasoline  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	352/83.2	63/76.8	28/84.8	443/82.3
Shorter trips	7/1.7	3/3.7	1/3.0	11/2.0
Longer stays	6/1.4	---	---	6/1.1
Fewer side trips	16/3.8	1/1.2	---	17/3.2
Cancelled trips	6/1.4	1/1.2	---	7/1.3
Changed modes	6/1.4	2/2.4	3/9.1	11/3.5

Question 2: How would the following factors affect a future trip to or through this state (Montana)?

- a) gasoline at \$1.50/gallon
- b) gasoline at \$1.75/gallon
- c) gasoline rationing

Sample size:  
 auto 462  
 air 93  
 bus 40

Respondents:  
 auto 431  
 air 82  
 bus 33

\*Explanatory Statement: 239 or 55.5% of auto travellers indicated that gas at \$1.50 per gallon would have no influence on a future trip to or through this state.

Table 8. Gasoline at \$1.50/gallon  
 (A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	* 239/55.5	51/62.2	17/51.5	307/56.2
Shorter trip	69/16.0	7/8.5	2/6.1	78/14.3
Longer stays	40/9.3	8/9.8	---	48/8.8
Fewer side trips	67/15.5	9/11.0	---	76/13.9
Cancelled other trips	56/13.0	8/9.8	4/12.1	68/12.5
Changed modes	28/6.5	12/14.6	9/27.3	49/9.0
Travel closer to home	107/24.8	19/23.2	3/9.1	129/23.6

Table 9. Gasoline at \$1.75/gallon  
 (A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	202/46.9	49/59.8	17/51.5	268/54.6
Shorter trips	67/15.5	7/8.5	1/3.0	75/13.7
Longer stays	39/9.0	8/9.8	1/3.0	48/8.8
Fewer side trips	73/16.9	8/9.8	---	81/14.8
Cancelled other trips	66/15.3	8/9.8	3/9.1	77/14.1
Changed modes	49/55.5	12/14.6	9/27.3	70/12.8
Travel closer to home	114/26.5	19/23.2	4/12.1	137/25.1

Table 10. Gasoline Rationing  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
No influence	148/34.3	46/56.1	16/48.5	210/38.5
Shorter trip	58/13.5	7/8.5	1/3.0	66/12.1
Longer stays	46/10.7	9/11.0	1/3.0	56/10.3
Fewer side trips	62/14.4	10/12.2	1/3.0	73/13.4
Cancelled other trips	78/18.1	9/11.0	3/9.1	90/16.5
Changed modes	90/20.9	15/18.3	9/27.3	114/20.9
Travel closer to home	155/36.0	18/22.0	4/12.1	177/32.4

81-180

7) Number of Days and Nights in the State

Question 3: Please list the number of days and nights you stayed in this state.

\_\_\_\_\_ days \_\_\_\_\_ nights

Sample size:

auto 462  
air 93  
bus 40

Respondents:

auto 435  
air 84  
bus 38

\*Explanatory Statement: Nonresident auto travellers in Montana stayed an average of 3.48 days in this state.

Table 11. Average Number of Days and Nights  
of Nonresidents in Montana

Mode of Travel	Average No. of Days	Average No. of Nights
Auto*	3.48	3.29
Air	5.06	5.03
Bus	4.15	5.48
All 3 Modes	3.77	3.68

279-285

# 8) Destination States

Question 4: Please list the destination of your trip.

Sample size:  
 auto 462  
 air 93  
 bus 40

Respondents:  
 auto 441  
 air 88  
 bus 35

\*Explanatory Statement: Montana was the destination of 190 or 43.1% of nonresident auto travellers interviewed in Montana.

Table 12. Destination State of Nonresidents in Montana

Destination	Auto	Air	Bus	All 3 Modes
Montana	* 190/43.1	72/81.8	11/31.4	273/48.4
Wyoming	25/5.7	6/6.8	2/5.7	33/5.9
North Dakota	18/4.1	4/4.5	2/5.7	24/4.3
South Dakota	4/0.9	---	---	4/0.7
Nebraska	---	---	---	---
Alabama	---	---	---	---
Alaska	4/0.9	---	---	4/0.7
Arizona	5/1.1	---	1/2.9	6/1.1
Arkansas	---	---	---	---
California	14/3.2	---	4/11.4	18/3.2
Colorado	6/1.4	---	---	6/1.1
Connecticut	---	---	---	---
Florida	2/0.5	---	1/2.9	3/0.5
Georgia	---	---	---	---
Hawaii	1/0.2	---	---	1/0.2
Idaho	23/5.2	1/1.1	---	24/4.3
Illinois	2/0.5	---	1/2.9	3/0.5
Indiana	3/0.7	---	---	3/0.5
Iowa	3/0.7	---	---	3/0.5
Kansas	2/0.5	---	---	2/0.4
Kentucky	1/0.2	---	---	1/0.2
Louisiana	---	---	---	---
Maine	1/0.2	---	---	1/0.2
Maryland	1/0.2	---	1/2.9	2/0.4
Massachusetts	1/0.2	---	---	1/0.2
Michigan	2/0.5	1/1.1	---	3/0.5
Minnesota	13/2.9	1/1.1	1/2.9	15/2.7
Mississippi	---	---	---	---
Missouri	2/0.5	---	---	2/0.4
Nevada	5/1.1	1/1.1	---	6/1.1
New Jersey	---	---	---	---

Destination	Auto	Air	Bus	All 3 Modes
New Mexico	1/0.2	---	1/2.9	2/0.4
New York	---	---	2/5.7	2/0.4
North Carolina	1/0.2	---	---	1/0.2
Ohio	2/0.5	---	---	2/0.4
Oklahoma	3/0.7	---	---	3/0.5
Oregon	11/2.5	---	3/8.6	14/2.5
Pennsylvania	---	---	---	---
Rhode Island	---	---	---	---
Tennessee	1/0.2	---	---	1/0.2
Texas	2/0.5	---	---	2/0.4
Utah	6/1.4	---	---	6/1.1
Vermont	---	---	---	---
Virginia	---	1/1.1	---	1/0.2
Washington	62/14.1	---	2/5.7	64/11.3
West Virginia	1/0.2	---	---	1/0.2
Wisconsin	4/0.9	1/1.1	2/5.7	7/1.2
Alberta	5/1.1	---	---	5/0.9
British Columbia	7/1.6	---	1/2.9	8/1.4
Manitoba	1/0.2	---	---	1/0.2
Ontario	1/0.2	---	---	1/0.2
Quebec	1/0.2	---	---	1/0.2
Saskatchewan	2/0.5	---	---	2/0.4
All Other	2/0.5	---	---	2/0.4
TOTAL	441/100	88/100	35/100	564/100

# 9) States Visited

Question 5: Which of the following states have you visited or will you visit during the course of this trip?

Sample size:  
 auto 462  
 air 93  
 bus 40

Respondents:  
 auto 459  
 air 93  
 bus 40

\*Explanatory Statement: 217 or 47.3% of the nonresident auto travellers in Montana also went to Wyoming.

Table 13. Other States Visited by Nonresidents in Montana  
 (A respondent may have more than one response)

State	Auto	Air	Bus	All 3 Modes
Wyoming	* 217/47.3	18/19.4	16/40.0	251/42.4
North Dakota	132/28.8	13/14.0	20/50.0	165/27.9
South Dakota	94/20.5	6/6.5	5/12.5	105/17.7
Nebraska	46/10.0	3/3.2	5/12.5	54/9.1

205-220

10) Modes of Travel

Question 6: Please indicate your mode of travel on this trip.

Sample size:

auto 462  
air 93  
bus 40

Respondents:

auto 459  
air 92  
bus 40

\*Explanatory Statement: 368 or 80.2% of nonresident travellers who arrived in Montana by auto also travelled through the state by auto.

Table 14. Mode of Travel of Nonresidents in Montana  
(A respondent may have had more than one response)

Travelled through Montana by:	Arrived in Montana by:			
	Auto	Air	Bus	All 3 Modes
*Automobile	368/80.2	37/40.2	6/15.0	411/69.5
Camper	90/19.6	---	---	90/15.2
Bus	2/0.4	3/3.3	37/92.5	42/7.1
Airplane	12/2.6	89/96.7	3/3.3	104/17.6
Train	1/0.2	1/1.1	---	2/0.3
Motorbike	6/1.3	---	---	6/1.0

222-239

# 11) Purpose of Trip

Question 7: Please indicate the purposes of your trip to this state (Montana).

Sample size:

auto 462  
air 93  
bus 40

Respondents:

auto 456  
air 92  
bus 40

\*Explanatory Statement: 99 or 21.7% of nonresident travellers who arrived in Montana by auto indicated that vacation or recreation was a purpose of their trip.

Table 15. Purpose of Trip of Nonresidents in Montana  
(A respondent may have more than one response)

Purpose	Auto	Air	Bus	All 3 Modes
Vacation or recreation *	99/21.7	10/10.9	6/15.0	115/20.6
Visiting people	116/25.4	29/31.5	11/27.5	156/26.5
Business	97/21.3	56/60.9	4/10.0	157/26.7
Convention	4/0.9	1/1.1	---	5/0.9
Just passing through	225/49.3	9/9.8	25/62.5	259/44.0

241-254

## 12) Influence Factors

Question 8: If you checked vacation or recreation in Question 7 as a purpose of your trip to this state (Montana), what factors influenced your choice?

Sample size:

auto 462

air 93

bus 40

Respondents:

auto 117

air 82

bus 30

\*Explanatory Statement: 5 or 4.3% of nonresident auto travellers in Montana indicated that state published promotional literature influenced their choice to vacation through this state.

Table 16. Factors Influencing Nonresident Vacation Trips to Montana  
(A respondent may have more than one response)

Factor	Auto	Air	Bus	All 3 Modes
State published promotional literature	* 5/4.3	---	---	5/2.2
Advertising	4/3.4	---	---	4/1.7
Scenery	50/42.7	1/0.9	7/6.0	58/25.3
Recommended	19/16.2	4/3.4	2/1.7	25/10.9
Previous visit	37/31.6	4/3.4	3/2.6	44/19.2
Outdoor recreation opportunities	20/17.1	3/2.6	2/1.7	25/2.2
Other	61/52.1	3/2.6	1/0.9	65/28.4

256-276

### 13) Expenditures

Question 9: Please estimate your expenditures for the average day at the following types of business establishments in this state.

Sample size:		Respondents:	
auto	462	auto	442
air	93	air	78
bus	40	bus	36

\*Explanatory Statement: Nonresident auto travellers in Montana spent an average of \$14.36 per day at hotel/motel business establishments.

Table 17. Average Expenditures Per Day of Nonresidents in Montana

Type of Expenditure	Mode of Travel			
	Auto	Air	Bus	All 3 Modes
Hotel/Motel	* 14.36	21.92	8.39	15.03
Campground	0.64	---	0.11	0.51
Eat/Drink	16.38	18.57	10.19	16.29
Grocery	3.01	1.54	0.44	2.64
Sporting Goods	0.58	0.19	1.11	0.56
Gas/Auto Repair	25.34	3.54	1.25	20.73
Amusement	5.06	3.33	1.58	4.59
Other	5.41	5.73	1.89	5.23
TOTAL	70.78	54.82	24.96	65.58

278-287

#### 14) Annual Income

Question 10: What is your approximate annual income?

Sample size:

auto 462  
air 93  
bus 40

Respondents:

auto 362  
air 55  
bus 30

\*Explanatory Statement: 16 or 4.4% of nonresident families travelling by auto in Montana had an average annual income of \$0-\$5,999.

Table 18. Average Family Income of  
Nonresident Travellers in Montana

Income Level	Mode of Travel			
	Auto	Air	Bus	All 3 Modes
\$ 0 - \$ 5,999	* 16/4.4	3/5.5	12/40.0	31/6.9
\$ 6,000 - \$ 9,999	29/8.0	1/1.8	7/23.3	37/8.3
\$10,000 - \$14,999	74/20.4	6/10.9	5/16.7	85/19.0
\$15,000 - \$24,999	128/35.4	11/20.0	5/16.7	144/32.2
\$25,000 - \$49,999	90/24.9	24/43.6	1/3.3	115/25.7
\$50,000 and over	25/6.9	10/18.2	---	35/7.8

299-304

Sample size:  
 auto 462  
 air 93  
 bus 40

Respondents:  
 auto 82  
 air 45  
 bus 10

\*Explanatory Statement: 16 or 19.5% of individual nonresidents travelling by auto in Montana had an average income level of \$0-\$5,999.

Table 19. Average Individual Income of  
 Nonresident Travellers in Montana

Income Level	Mode of Travel			
	Auto	Air	Bus	All 3 Modes
\$ - \$ 5,999	* 16/19.5	1/2.2	6/60.0	23/16.8
\$ 6,000 - \$ 9,999	15/18.3	4/8.9	3/30.0	22/16.1
\$10,000 - \$14,999	15/18.3	7/15.6	---	22/16.1
\$15,000 - \$24,999	14/17.1	12/26.7	---	26/19.0
\$25,000 - \$49,999	17/20.7	10/22.2	1/10.0	28/20.4
\$50,000 and over	5/6.1	1/2.2	---	6/4.4

299-304

SPRING SURVEY  
ACTIVITY DAY SUMMARY

Sample size = 595

Respondents = 147

The second part of the written survey asked nonresidents to record their recreation activities. The following table lists the number of activity days that 147 nonresidents spent in each activity including where they participated according to administrative region within the state. An activity day is defined as an activity engaged in at least once within a 24-hour day.

To project activity days for an activity during a corresponding time period of another year (March 1 to May 31), multiply an estimated number of nonresident visitors by the total activity days for that activity.

\*Explanatory Statement: The nonresidents surveyed spent 10 activity days at primitive campgrounds in Region 1 or 0.068 activity days per nonresident at primitive campgrounds.  
( $10 \div 147 = 0.068$ ).

Table 20. Total Activity Days of Nonresidents by Activity and Region

ACTIVITY	Administrative Region in Montana						
	1	2	3	4	5	6	7
*Primitive Campground	10/0.068	7/0.048	31/0.211	2/0.014	---	---	---
Public Campground	2/0.014	10/0.068	15/0.102	17/0.116	3/0.020	---	2/0.014
Private Campground	---	10/0.068	32/0.218	6/0.041	2/0.014	---	---
Special Camp	---	9/0.061	9/0.061	---	---	---	---
Picnicking: Highway Reststops	2/0.014	5/0.034	8/0.054	4/0.027	---	---	7/0.048
Picnicking: Area with Tables	---	20/0.136	12/0.082	27/0.184	---	---	4/0.027
Picnicking: Area without Tables	2/0.014	---	8/0.054	9/0.061	---	---	---
Day Hiking	---	5/0.034	9/0.061	21/0.143	4/0.027	---	---
Backpacking	---	7/0.048	2/0.014	---	---	---	---
							9/0.061

ACTIVITY	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
Jogging	---	7/0.048	9/0.061	3/0.020	---	---	---	19/0.129
Horseback Riding	---	---	1/0.007	---	2/0.014	---	---	3/0.020
Fishing: Stream/River	---	5/0.034	9/0.061	2/0.014	9/0.061	---	---	25/0.170
Fishing: Lakeshore	2/0.014	---	4/0.027	---	---	---	---	6/0.041
Fishing: Lake, from boat	---	2/0.014	6/0.041	---	---	---	---	8/0.054
Ice Fishing	---	---	---	---	---	---	---	---
Hunting	---	9/0.061	---	---	---	---	---	9/0.061
Off Highway Vehicle Use: Motorcycle	---	---	---	---	---	---	---	---
Off Highway Vehicle Use: Other	---	4/0.027	---	---	4/0.027	---	2/0.014	10/0.068

ACTIVITY	Administrative Region in Montana						
	1	2	3	4	5	6	7
Snowmobiling	---	---	---	---	---	---	---
Golf	---	---	---	---	---	---	---
Tennis	---	---	---	---	---	---	---
Swimming: Public Pool	---	---	2/0.014	5/0.034	---	---	7/0.048
Swimming: Private Pool	2/0.014	2/0.014	19/0.129	1/0.007	1/0.007	---	25/0.170
Swimming: Other	---	11/0.075	7/0.048	---	---	---	18/0.122
Power Boating	---	---	---	---	---	---	---
Water Skiing	---	---	---	---	---	---	---
Sailing	---	2/0.014	---	---	---	---	2/0.014
Canoe/in river	---	---	---	---	---	---	---

	Administrative Region in Montana							
	1	2	3	4	5	6	7	TOTAL
Canoe/in lake	---	---	---	---	---	---	---	---
Downhill Skiing	---	---	40/0.272	9/0.061	7/0.048	---	---	56/0.381
Cross-Country Skiing	---	---	28/0.190	2/0.014	6/0.041	---	---	36/0.245
Visiting Special Attractions	7/0.048	---	78/0.531	30/0.204	68/0.463	4/0.027	3/0.020	190/1.293
Visiting Historical Sites	---	2/0.014	63/0.429	13/0.088	24/0.163	4/0.027	---	106/0.721
Attending Events	---	16/0.109	4/0.027	3/0.020	7/0.048	---	---	30/0.204
TOTAL	27/0.184	133/0.905	396/2.694	154/1.048	137/0.932	8/0.054	18/0.122	873/5.939







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